

# Events Management

BSc (Hons) SINGLE HONOURS

## YEAR 1

<b>Building Academic and Professional Skills</b>	<b>The Experience Economy</b>
<b>Developing and Planning Experiences</b>	<b>Delivering Experiences of Tourism, Hospitality and Events</b>
<b>Management in International Tourism, Hospitality and Events</b>	
	<b>Global Tourism, Hospitality and Events Industry Context</b>

Optional Modules: <b>Creativity for Marketing</b> <b>Digital Technology and Maths for Business</b> <b>Global Business Communications</b> <b>Work, Employment and Globalisation</b>
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## YEAR 2

<b>Sustainable Event Project Management</b> (Double module)	<b>Managing People in Hospitality, Tourism and Events</b>
<b>Professional Skills and Preparing for Employability</b>	<b>Marketing and Digital Transformation</b>
	<b>Methods of Research in Tourism, Hospitality and Events</b>

Optional Modules: <b>Business Strategy for Competitive Advantage</b> <b>Creativity and Innovation</b> <b>Environmentally Sustainable Business</b> <b>Independent Study in Business</b> <b>Managing the Customer Experience</b> <b>Revenue Management and Financial Essentials</b> <b>Tourist Behaviour</b> <b>Wedding Planning and Celebratory Events</b>
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## YEAR 3

<b>Supervised Work Experience</b> (compulsory for sandwich mode) (includes a Placement Search and Preparation module in Year 2)
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## YEAR 3 or 4

<b>Leadership and Professional Practice for Events Managers</b>	<b>Events Industry Insights</b>
<b>Contemporary Issues in Responsible Leadership</b>	
<b>Research Project of Tourism, Hospitality and Events</b>	

Optional Modules: <b>Business Analytics for Hospitality and Tourism</b> <b>Contemporary Consumer Behaviour</b> <b>Contemporary Issues In HRM</b> <b>Entrepreneurship and Creativity Enterprise in Hospitality and Tourism</b> <b>Financial Decision Making for Hospitality and Tourism</b> <b>Food, Drink and Culture</b> <b>International Business Strategies in Hospitality and Tourism</b> <b>Optimising Hospitality Operations</b> <b>Perspectives on International Management</b> <b>Independent Study (S1 or S2)</b> <b>Tourism Impact Analysis</b>
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